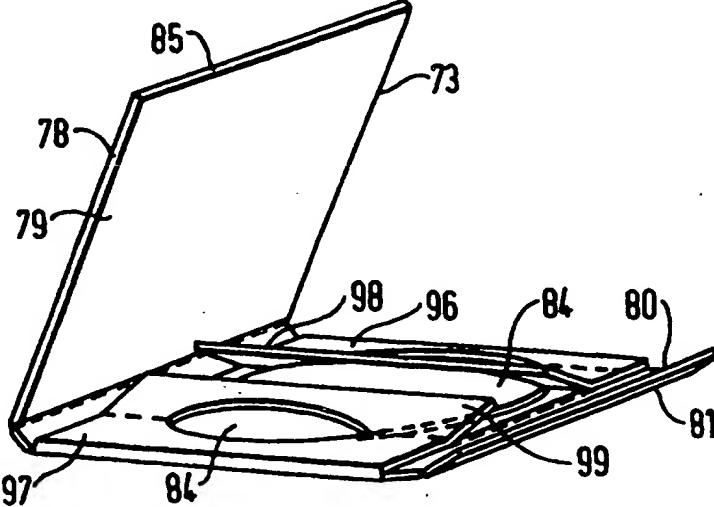


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(54) Title: POSTAL PACKAGES			
(57) Abstract			
<p>A postcard package for mailing comprising a postcard enclosing a high density data storage disk (e.g. a compact disk). The package has areas for an address and message and may enclose a holder with a recess for a CD. It is sealed against opening in transit.</p> 			

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## POSTAL PACKAGES

The invention relates to a package suitable for use in the postal service.

For many years people have used postcards as a convenient means of mail communication for sending short messages or greetings to friends, colleagues and others. Most postcards are a convenient size for use in the postal services, for example, about 148mm x 104mm. Commonly postcards are in the form of picture postcards, in which a picture or reproduction of a photograph appears on one face, and space is provided on the other face for an address to be written and a short message to be added. In some cases picture postcards are of varying sizes, for example, up to 225mm x 320mm. Postcards may also be in the form of largely blank cards, with spaces specifically provided for the entry of an address on one side, and for the entry of a short message on the other.

Both types of postcard are sometimes used for promotional purposes, in which case, the message element or part of it will be pre-printed, and/or an address label added or an address printed onto the postcard.

Picture postcards are frequently used by tourists or visitors to a particular location. The visitor desires to send a short message back to friends and colleagues. A picture postcard provides a convenient medium. It can be chosen to show representations of the place or articles or sights at the place being visited, or other messages.

The present invention provides a postcard package, preferably a picture postcard package, characterised in that it encloses a computer readable high density data storage disk. The advantage of such a card is that it permits the user to convey a short message to the recipient in the same way as a conventional postcard, but the sender, by using the storage medium, can also include detail about the place being visited, including pictures and sound or interactive

displays, or other information. In addition such postcards can be purchased as souvenirs for future use including viewing by the visitor to refresh his recollections or for study.

An example of the computer storage medium which can be used is a conventional compact disk ("CD") for example, those known as CD ROM. The most common form is a disk 120mm in diameter. The disk comprises a platter which is etched with digital information. It is commonly made from aluminium. The platter is encapsulated in a transparent plastic disk shaped enclosure, to form the CD. In use the disk is placed in a reader which uses a light beam to detect the etched digital information, which can then be decoded as necessary. A feature of CDs is the very large amount of digital information which can be stored on them, enabling them to be used for the storage of reasonable to excellent quality images or sound, and often, in addition, textual information.

Currently, disks can hold up to 640 MBytes (formatted) of digital information, although much higher capacities are forecast in the next few years. The invention preferably uses mass storage media having at least 100 MBytes of storage capacity or potential storage capacity although, in use, such media may be only partially used. CDs are also characterised by being relatively durable, and can sustain minor damage such as scratching without necessarily impairing the decodeability of the stored data. CDs used in the invention will preferably be compatible for use with PC based computers, or PC and Mackintosh based computers. CDs may also be miniature size CDs such as 80mm disks. The storage media can also be DVDs.

The invention is not restricted to use of currently available computer storage media, but is applicable to any reasonably permanent high density storage medium in substantially flat form.

Preferably, such media have a storage or potential storage capacity exceeding 300 MBytes, more preferably 500 MBytes. The advantage of such media is that they can be used to store images, particularly moving images, which can be displayed via a computer, and/or sound,

and preferably both. It is possible that advances in technology will permit such images to be stored using less storage capacity; preferred embodiments of the invention use CDs having at least 10 minutes, preferably 25 minutes film or film clips (viz moving images) in the form of digitally stored images produced by photography or video photograph. Preferably the definition of such images will be substantially equal to or exceed standard (625 line) television images.

Preferred media are non-magnetic. The invention does not cover use of currently commercially available types of fully demountable magnetic disk, such as those known as magnetic floppy disks (available in 3.5" (89mm) and 5.25" (133mm) sizes). In the case of these disks the stability of the recording and the density of the data storage make it unsuitable for the intended purpose of the invention.

However, new technology may make available high density, high stability magnetic discs which are fully demountable and which have suitable dimensions and stability to be included in a postcard package for mailing, and such media would be regarded as suitable for the invention.

Preferably, the disks suitable for use in the invention are less than 2mm thick, more preferably less than 1.5mm.

The postcard package can consist of a sandwich made up of a sheet on one side, the disk in the middle, and a sheet on the other side.

The "sheet" may be made of any relatively stiff and durable material such as plastic or card, so that it is of a type which is reasonably capable of being sent through the post without material damage. Examples are 100gm card or, more preferably, at least 200gm card or heavier card. It is only necessary that one of the front and rear sheet should be stiff, although it is preferred that both are.

Preferably the sheet on one side carries on its outward facing face a picture or other graphical image, for example, such as would appear on a picture postcard (referred to here as the "front sheet"). The outer face of the front sheet may be covered by some protective material such as a transparent plastic film or sheet, or may be simply the printed surface, or the printed surface may be covered with varnish or lacquer.

Preferably, the sheet on the other side (referred to here as the "rear sheet") has, on its outward facing face, an area adapted to receive the address of the addressee. Preferably such area will be substantially blank, and will be designated visually to receive the address, for example, by indicated lines for entry of the address. It will preferably be of such a size as to receive an address of at least 5 lines, which may be printed. More usually it will have a space adapted to receive at least 5 handwritten lines. Preferably it will be at least 40mm x 50mm, more preferably at least 50mm x 60mm.

The area is preferably adapted to receive written text, preferably from commonly used writing implements such as ball-point pen or roller ball pen, or using an aqueous based ink. So that the area adapted to receive the address is capable of being written on with such writing implements, it is preferably prepared with a suitable surface, or the sheet is made from card, or the relevant area is covered with a paper based or other matt hydrophilic ink binding covering. Preferably, the surface is suitable for writing on with a choice of the most commonly available writing implements. The postcard package may be supplied in conjunction with a writing implement, in which case the surface may be specially adapted to receive writing from that implement.

Preferably the card also has an area adapted to receive a message. Such a message may be a printed message for example where the card is used for promotional purposes. Preferably however, it is an area adapted to be written on and the area is substantially blank or free from material which would materially impair readability of text thereon. Conventionally, about half of the area of a postcard is set aside for writing a message on and this is preferred in cards

according to the invention. Preferably the area is designated as to receive the message, and is an area of at least 55mm x 70mm, such as 95mm x 80mm. The same considerations apply to the nature of the surface as set out in relation to the address area.

A preferred form of the rear sheet is a card at least 122mm wide and approximately 177mm long or more, for example for standard (120mm) CDs, or preferably about 100mm wide for 80mm CDs, with one surface, used as the outer surface, substantially free of any material other than designations for the address area, the message area and an area for affixing a postage stamp.

The invention also encompasses postcard packages in which the front sheet is a card having a substantial blank area. In such a case the area adapted to receive the address will be on that sheet, and may be so designated. The rear sheet will then, generally, be adapted to receive the message and the message area will cover substantially the whole area of the rear sheet.

The front sheet and rear sheet of the postcard package are secured directly or indirectly to each other. Conveniently, this may be along one edge. For example, the front sheet and rear sheet can be formed from a single sheet, with a transverse fold line across the length of the sheet. The single sheet can then be folded, one end forming the front sheet, and the other forming the rear sheet of the postcard package. Alternatively a single sheet may be used which has two parallel fold lines across its length or width, so that the area between the fold lines forms a front or back sheet, and the two areas outside the fold lines ("flaps") fold towards each other and together form the second sheet, or part of it. In this case a self adhesive strip or sheet can be adhered across the join between the two flaps, to seal them in place. The self adhesive strip or sheet may for example carry the space for an address or message. Alternatively, the front and rear sheets may be fastened to a hinge structure, such as a hinge attached to or forming part of a holder for the CD, described below.

The disk used in postcard packages according to the invention is generally a flat circular disk. Preferably the postcard packages will include a holder to fit the disk and hold it against movement. Such a holder might be in the form of a plastic sheet or sheet made from other material such as card, with a recess, or a cut-out going through the thickness of the sheet, adapted to fit the disk. Such a sheet may be formed in parts. For example a flap or strip may be provided along edges of the front or back sheet, so that edges of the strip define a recess or partial recess in which the CD can be secured. In addition or alternatively the cut-out can be so designed that the edges of the cut-out engage the edge of the CD at specific points to hold it against movement. In one embodiment securing elements, preferably flaps, are provided. These securing elements when in an open position can define a recess or partial recess within which the CD can be secured. When closed they secure the CD, for example with a cut-out through which the CD can partially protrude, and the CD is secured in position by engaging the edges of the cut-out. The holder in the form of a sheet is preferably of the general size of the front and rear sheets.

Generally the holder material will be relatively rigid so as to provide additional protection to the disk and the front and rear sheets, although a flexible sheet material is not ruled out.

The recess or cut-out for the disk is preferably generally circular, and may be provided in centre of the holder or towards one end. Preferably there are provided additional recesses into which a finger or nail can be inserted so as to lift the disk out of the recess or cut-out.

The holder may be provided with rims around all or a part of the edges, projecting out of the plane of the sheet forming the holder, so as to provide a recess or partial recess to hold the front and/or rear sheets.

In one preferred embodiment the sheet holder material forms one part of a larger plastic sheet which is hinged along a transverse line approximately across the centre of the sheet, so that the sheet folds to form a folded sheet of generally the postcard package size. One or both half

sheets have a recess so that, when folded, the recess or recesses in the two half sheets form a cavity for holding the disk. In such an arrangement the half sheets are preferably provided with releasable securing means so that they can be secured together to hold the disk in the cavity.

Alternatively, the front sheet and rear sheet may be secured together at points along more than one edge so as to provide a pocket between the sheets for a CD.

If the front and rear sheets are hinged by providing a scored or folding line transversely across a longer sheet, so that the two halves can be folded to form the front and rear sheets respectively, preferably the sheet is provided with two closely spaced scored or folding lines so that the hinged section fits closely to the thickness of a disk holder or the disk. If the holder is of plastic material it can be formed with rims as described above and the front and rear sheets can be held in the recess provided by the rims so as to prevent the holder from sliding out from between the front and rear cards. Alternatively, or in addition, the holder can be provided with clipping means, such as an overturned rim which can lie over the whole or part of the edge of the front or rear sheet.

In a further alternative, the front or rear sheet can be secured to the holder sheet by other means such as adhesive. In order to gain access to the disk, one or other of the front and rear sheets must be openable to reveal the recess in the holder, preferably in a manner which does not destroy the package. Preferably therefore if adhesive is used, one of the cards is fastened with a resealable adhesive.

In an alternative embodiment, the front and rear sheets are secured together around their periphery. An opening is provided between adjacent edges of the front and rear sheets sufficient to permit insertion and removal of the disk.

In order to withdraw the disk from the package, the package can be opened. This can be done, for example, by lifting or removing the front or rear sheet, or part of it to reveal the disk. Where there is a holder the area or part of the area covering the recess or cut-out in the holder can be lifted or removed. Alternatively, a slot through which the disk can be slid from the recess or cut-out can be included, and a covering removed from the slot.

In use, the package must be sealed in a manner adapted to resist inadvertent opening of the package in transit in the postal services.

A convenient form of securing means can be provided by a paper or tab fastened over an opening defined between openable edges of the front or rear sheets, or at sufficient points along such opening to maintain the CD, or CD in its holder, as the case may be, secure within the postcard package. The paper or tabs may be provided with weakened tear lines or other means for assisting cutting, when it is desired to remove the CD. Preferably two sealing means are provided. Conveniently, the sealing means is resealable or a second resealable sealing means is provided. In such a case, the package can be used for storage of the disk, and the resealing means maintains the package closed when access to the disk is not required.

Suitably, resealable means could be a clip which secures the free end of the sheet adjacent the intended opening. Alternatively, the sheet may be provided with a generally resealable securing means such as a clip which does not prevent, or is not designed to prevent opening in the rigours of the postal services, and a further securing means is provided which is not resealable, for example a flap of paper or card, such as an extension of the other sheet, which is adhered in a non-resealable manner over the end of the package, for example onto the sheet on the other side. Preferably in such an embodiment the front sheet has an extension flap which can be folded over and is adhered to the rear sheet. Preferably the flap is hinged to facilitate bending, preferably by two closely spaced transverse folding or scored lines. Preferably the extension flap has a weakened tear line or a pair of weakened tear lines, for

example the fold lines, so that the package can be opened by separating the flap at the tear line or by removing the strip between the two tear lines.

The postcard packages may include other material, for example, promotional leaflets inserted between the front and rear sheets. In addition, the postcard packages may be provided with protective covering over the entire package, at least some of which is removable prior to use so that the area provided for the address can be uncovered sufficiently to add the address to the package, and preferably the area for any message is also capable of being uncovered so that a written message may be added. Alternatively, some or all the relevant areas may be left uncovered by the protective covering. Preferably the protective covering is transparent, so that while providing protection for a substantial part of the package, the front and rear sheets themselves can be seen.

In a further embodiment of the invention, the front post card is added by the purchaser. For example, a front post card base may be provided with a pressure sensitive adhesive itself protected by a suitable release sheet. The user can then remove the release sheet and apply the postcard of his choice to the front of the postcard package.

The invention also provides a disk holder for use in postcards according to the invention.

The invention additionally provides postcard packages as described above, carrying a handwritten address and/or message, which may further also carry a postage stamp or otherwise have an indication that postage has been pre-paid on the package.

The invention further includes such postcard packages in combination with a display stand for displaying a plurality of such postcard packages, optionally together with ordinary postcards. Alternatively, the postcard packages may be replaced with dummy postcard packages, which look externally like postcard packages, but which do not have a disk included. Dummy

postcard packages may be used to avoid or limit theft of relatively valuable disks, particularly where, as is often the case, postcard displays are not closely supervised.

The invention is illustrated by the following examples, although there are other ways in which it can be performed.

**Figure 1** is a plan view of one embodiment of the postcard package.

**Figure 2** is a cross-sectional view of the package along line A-A in Figure 1.

**Figure 3** is a detail cross-section of the area B in Figure 1.

**Figure 4** is a detail elevation of the area C in Figure 1.

**Figure 5** is a plan view of the rear of the package.

**Figure 6** is a cross-section of an alternative embodiment of the postcard package according to the invention, without the disk present.

**Figure 7** is a part cut away perspective view of a further embodiment of the invention from the back of the package.

Figure 8 is a plan view of the rear side of embodiment of Figure 7.

Figures 9, 10 and 11 illustrate a further embodiment. Figure 9 is a plan view of a cut-out from cardboard to make the package.

Figure 10 is a plan view illustrating the open package together with a CD.

Figure 11 is a perspective view of a partially closed package.

The figures are not drawn to scale.

Figure 1 shows a package (1) comprising a front sheet (2) made of card of about 200gm/m<sup>2</sup> weight, covering a CD holder (3), with a CD (4) in the CD holder. The front sheet has an openable edge (5) at which is attached a flap (6, Figure 2). The flap is passed over the end of the package (7) and over the end of the rear sheet (8, Figure 2) where it is secured as described in relation to Figure 3. The other end (9) of the front sheet (2) is hingedly connected to the rear sheet (10) by an intermediary strip (11). Transverse score lines (12A, 12B) are provided across the width of the sheets and between the front and rear sheets and the intermediary strip to assist in folding. The overall size of the package is 126mm by 180mm.

The CD holder (3) is made of a relatively rigid plastics material and has a body (13) with a recess (14) adapted to fit a suitable CD. The recess may be any shape which holds the CD reasonably against movement, but typically will be circular, and about 122mm in diameter. As shown the recess completely surrounds the periphery of the CD. However, it may be designed for example to extend to the end (7) of the package so that when opened the CD can slide out of the end. The recess has a floor (15) to provide additional rigidity and structural integrity to the holder. The recess (14) approaches the edges (16A, 16B) of the holder (3) at

points 17 and 18. At these points the plastics material thickness is about 2mm, making the overall dimensions of the holder 126mm by 180mm.

Along the edges (16) of the holder (3) upstanding rims or flanges (19A, B, C, D, Figure 4) are provided which generally define recesses in which the front sheet (2) and rear sheet (10) can be seated, and the rims or flanges (19) engage the edges (20) of the front and rear sheets so as to restrain the holder from moving relative to the sheets.

Figure 3 shows a detail of the fastening means in this embodiment. Front sheet (2) has an extended flap or edge (6) comprising an intermediate section (6A) defined by two hinge lines (21A, 21B) which may be made by scoring lines, and a securing flap (22). The securing flap is itself in two parts (23, 24) divided by a weakened line intended to facilitate tearing. The first part (23) is secured to the rear sheet (10) by a resealable pressure sensitive adhesive (25). The second part (24) is secured to the rear sheet by a permanent adhesive (26). In use the first part (23) is separated from the rear sheet (10) by tearing or cutting. The first part (23) can then be separated from the rear sheet (10) by lifting. When the user wishes to close the package (1) the person merely has to fold the flap (22) over, and reseal the first part (23) of the flap to the rear sheet (10) by pressing together so that the resealable pressure sensitive adhesive secures the rear flap to the rear sheet again.

Usually the front sheet will carry a picture (not shown). Figure 5 shows the rear sheet (10), which will usually be generally blank, but be provided with indications designating the areas for the address (27), message (28) and postage stamp (29).

Figure 6 shows an alternative embodiment according to the invention. In this embodiment the holder (3) comprises a sheet (30) of plastics material folded at a scored fold line (31) so that it can fold back on itself. A recess (32A, B) is provided in each half of the folded sheet so that in the folded position the recesses define a cavity (33) adapted to hold a CD. A rear sheet of paper (33) is adhered to the rear (34) of the holder. The rear sheet (33) has areas for the

address and message as described in relation to Figure 5. A pressure sensitive adhesive (35) is provided in patches on the front surface (36) of the holder, covered by a protective release paper. In use the release paper is removed and a conventional postcard is adhered to the front surface of the holder.

At the free edges of the holder an interlocking rim is provided (not shown) so that when the edges of the front and rear parts of the holder are pressed together they releasably secure to each other. A securing flap (37) is provided, securing the front and rear parts of the holder together at their outer free edges (38, 39). The flap (37) is intended to keep the package securely closed in transit in post, but has a weakened tear line (40) permitting it to be cut or torn in order to gain access to the CD on delivery.

The embodiment in Figure 7 comprises a front sheet or base for a front sheet (51), a holder (52) and a rear sheet (53).

The holder is formed from a sheet of card or plastic, with a recess or cut-out (54) in which the disk (not shown) is placed. The holder (52) is sandwiched between the front sheet (51) and rear sheet (53), and is divided in to parts 52A and 52B, by a cut, hinge or weakened break about the line 55 (shown as a dotted line). The front sheet is secured by adhesive to the holder, and can form part of a hinge joining the two parts of the holder 52A and 52B.

The rear sheet is secured by adhesive to the holder at least at its extremities. A scored or weakened tear line (58, 59, 60) is provided in the rear sheet so that a door section (61) of the rear sheet can be opened away from the remaining rear sheet, by detaching around the tear line opening of the door section, so uncovering a sufficient area of the cut-out or recess (54) to permit the disk to be removed. This is shown in Figure 8 as a generally semi-circular area with a tab extension, over about one half of the recess or cut-out (54). A hinge line or further tear line is provided (62) so that the door can be hinged open or torn completely away from the rear sheet. A tab (63) is provided, defined by tear line 59, so that, in use, the package can be

flexed about the line 55 in order to lift the tab above the surface of the rear sheet (53), and the door can be pulled open, in order to remove the disk. The rear sheet carries an address and message as are described elsewhere. Alternatively, or in addition to line 55, a small recess (63) is provided in the holder (52) behind the tab (63). In use, the user can press on the tab (63) so that this tear line (59) severs, and the user can then slip a finger under the tab and lift the door section (61) away from the holder (52) to reveal the disk.

In the embodiment in Figures 9 and 10 the package (71) is in the form of a pre-cut card (Figure 9). The card has front (73) and rear (74) sheets joined by a hinged region (75). The hinged region is scored at 76 and 77 to assist in folding although it need not be scored or can be scored in any convenient manner. The front sheet (73) comprises a first sheet (78) attached to a second sheet (79) by a scored line (72), one of these sheets being folded on top of the other and adhered to it so that the front sheet comprises a double thickness of card.

Attached to the rear sheet (74) at the opposite edge from the front sheet (73) is a fastening flap (80) of card. The flap is scored (81, 82) to assist in folding, and has a self adhesive strip covered by a release paper (83) so that after folding the card to form an empty package and inserting the CD (84, Figure 10), the flap is folded over the edge (85) of the front sheet and adhered to it to seal the package closed.

In Figure 9 two further sheets (86, 87) are shown. The two sheets are of similar construction and for simplicity the description refers principally to the lower sheet in the figures. The sheet (87) is attached through hinge lines (89) to the rear sheet. The sheet has a further hinge line (91) across its width, and a cut-out section (93) with a radius of curvature slightly larger than that of the CD to be held. The sheet are shown with a further cut-out section (94, 95) of approximately the same radius. In order to form the package the two sheets (86, 87) are folded inwards so that when the front sheet (73) is folded over, the two sheets (86, 87) lie between the front (73) and rear (74) sheets. Preferably the region (96, 97) closest to the rear sheet is adhered to the rear sheet. The region (98, 99) ("securing flaps") of the sheets (86, 87)

can then be folded back, so that the cut out regions (92, 93, 94, 95) define a part of a generally circular recess (100). The CD is inserted into the package to lie in this recess (100). The securing flaps (98, 99) can then be folded back over the CD (84). The CD protrudes through the cut out in the sheets (86, 87) and is held against significant movement by the recess formed by cut-outs (94, 95), or by engaging the edge of the cut-outs (92, 93). For additional security when folded and enclosing the CD a strip (101, 102) of the upper surface of the sheets (86, 87) may be adhered to the corresponding lower surface of the front sheet by an adhesive which can be broken relatively easily.

Preferably the card used in the package is similar to that used for making conventional postcards. A postcard picture can be printed directly onto the outside surface of the front sheet. Areas designated for addresses and messages can be indicated on the outside surface of the rear sheet. In addition the inside surfaces can carry other printed or written material such as instructions for operation of the CD or promotional material.

When a user requires access to the CD he or she cuts or tears the fastening flap (80) in order to open the package in a book like manner. The securing flaps (98, 99), which are held closed by the front sheet until opening, can then be lifted, and depending on their construction may partially spring out and the CD (84) removed. The package can conveniently be used to store the CD, and the design may be used as a package for storing CDs whether or not it is in the form of a postcard package.

Of course the construction can be varied. For example the front and rear sheets can be interchanged. In practice it is convenient to have a package about 150mm by 150mm. The card used in the package can be for example 75gm<sup>-2</sup> to 150gm<sup>-2</sup>, preferably approximately 100gm<sup>-2</sup>.

**CLAIMS**

- 1 A postcard package characterised in that it encloses or is adapted to enclose a computer readable high density data storage disk.
- 2 A postcard package according to claim 1, comprising a front sheet and a rear sheet, at least one of the front and rear sheets having on its outer face a substantially blank area adapted to receive an address.
- 3 A postcard package according to any of the preceding claims, comprising a front sheet and a rear sheet, at least one of the front and rear sheets having on its outer face a substantially blank area adapted to receive a written or printed message.
- 4 A postcard package according to claim 2 or 3, in which the blank area adapted to receive an address and/or message is visibly designated for an address and/or message respectively.
- 5 A postcard package according to any of the preceding claims, in which the blank area is adapted to be written upon using aqueous writing media.
- 6 A postcard package according to any of the preceding claims also comprising a holder for the disk for holding it against movement.
- 7 A postcard package according to claim 6 in which the holder is in the form of a flat sheet of material in one or more parts, adapted to fit between the front and rear sheets and having a recess or cut-out adapted to hold the disk.

- 8 A postcard package according to claim 7 in which the holder is provided with upstanding rim elements along at least part of its edges so as to define generally a recess into which the front and/or rear sheet can be located against the holder.
- 9 A postcard package according to claim 6, 7 or 8 in which at least part of the front or rear sheet is openable away from the disk holder, so as to permit removal of the disk therein and, in use, is secured closed by a seal adapted to resist inadvertently opening in the course of transit by postal services.
- 10 A postcard package according to any of the preceding claims in which an opening between the front and rear sheets for removal of the disk is provided with a non-resealable securing mean to prevent inadvertent opening during transit and a second resealable securing means.
- 11 A postcard package according to any of the preceding claims in which the front sheet carries on its outer face a picture.
- 12 A postcard package according to any of the preceding claims, in combination with a store front display stand adapted to display a plurality of such packages.
- 13 A store front display stand adapted to display a plurality of packages according to any of the preceding claims, characterised in that it carries at least one dummy such package.
- 14 A disk holder for use in a postcard package according to any of claims 6 to 11.
- 15 A postcard package according to any of claims 1 to 11 carrying a handwritten address and a handwritten message and an indication that it is pre-paid for posting.

- 16 A package for holding a CD comprising front and rear sheets hinged together along a common edge, and securing elements lying between the front and rear sheets when the front and rear sheets are folded together, the securing elements having an open position such that together they define a recess or partial recess within which the CD can be secured, and a closed position to secure the CD within the recess, the securing elements being maintained in the closed position by closing the front and rear sheets together.
- 17 A package according to claim 16 in which the securing elements are in the form of flaps hinged to the back sheet or front sheet.
- 18 A postcard package according to any of the preceding claims as described herein with specific reference to any of the figures.

**AMENDED CLAIMS**

[received by the International Bureau on 11 August 1997 (11.08.97);  
original claims 1-18 replaced by amended claims 1-20 (3 pages)]

- 1 A postcard package characterised in that it encloses or is adapted to enclose a computer readable high density data storage disk.
- 2 A picture postcard package according to claim 1.
- 3 A postcard package according to claim 1 or 2, comprising a front sheet and a rear sheet, at least one of the front and rear sheets having on its outer face a substantially blank area adapted to receive an address.
- 4 A postcard package according to any of the preceding claims, comprising a front sheet and a rear sheet, at least one of the front and rear sheets having on its outer face a substantially blank area adapted to receive a written or printed message.
- 5 A postcard package according to claim 4 in which one of the front or rear sheets has on its outer face both a blank area adapted to receive an address and a separate blank area adapted to receive a written message.
- 6 A postcard package according to claim 2 or 5, in which the blank area adapted to receive an address and/or message is visibly designated for an address and/or message respectively.
- 7 A postcard package according to any of the preceding claims, in which the blank area is adapted to be written upon using aqueous writing media.
- 8 A postcard package according to any of the preceding claims also comprising a holder for the disk for holding it against movement.

- 9 A postcard package according to claim 8 in which the holder is in the form of a flat sheet of material in one or more parts, adapted to fit between the front and rear sheets and having a recess or cut-out adapted to hold the disk.
- 10 A postcard package according to claim 9 in which the holder is provided with upstanding rim elements along at least part of its edges so as to define generally a recess into which the front and/or rear sheet can be located against the holder.
- 11 A postcard package according to claim 8, 9 or 10 in which at least part of the front or rear sheet is openable away from the disk holder, so as to permit removal of the disk therein and, in use, is secured closed by a seal adapted to resist inadvertently opening in the course of transit by postal services.
- 12 A postcard package according to any of the preceding claims in which an opening between the front and rear sheets for removal of the disk is provided with a non-resealable securing means to prevent inadvertent opening during transit and a second resealable securing means.
- 13 A postcard package according to any of the preceding claims in which the front sheet carries on its outer face a picture.
- 14 A postcard package according to any of the preceding claims, in combination with a store front display stand adapted to display a plurality of such packages.
- 15 A store front display stand adapted to display a plurality of packages according to any of the preceding claims, characterised in that it carries at least one dummy such package.
- 16 A disk holder for use in a postcard package according to any of claims 8 to 13.

- 17 A postcard package according to any of claims 1 to 13 carrying a handwritten address and a handwritten message and an indication that it is pre-paid for posting.
- 18 A package for holding a CD comprising front and rear sheets hinged together along a common edge, and securing elements lying between the front and rear sheets when the front and rear sheets are folded together, the securing elements having an open position such that together they define a recess or partial recess within which the CD can be secured, and a closed position to secure the CD within the recess, the securing elements being maintained in the closed position by closing the front and rear sheets together.
- 19 A package according to claim 18 in which the securing elements are in the form of flaps hinged to the back sheet or front sheet.
- 20 A postcard package according to any of the preceding claims as described herein with specific reference to any of the figures.

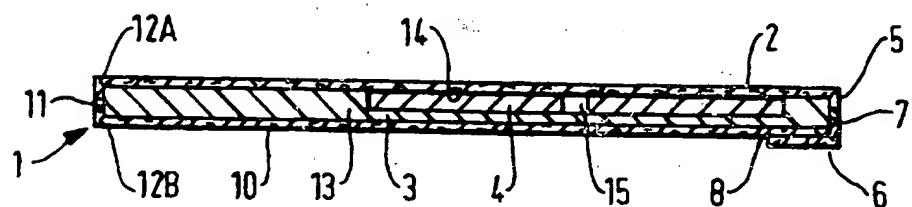
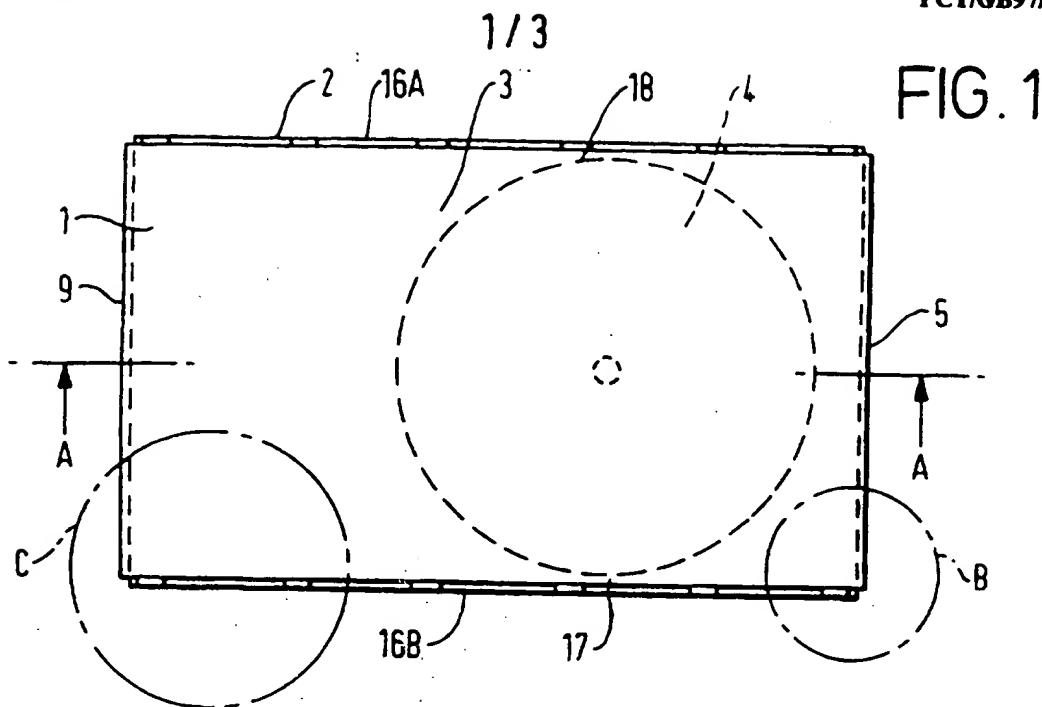


FIG. 2

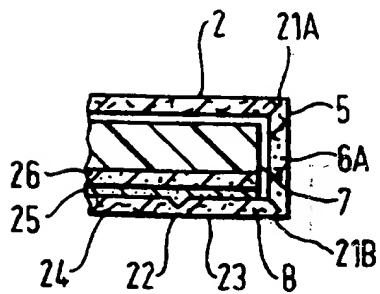


FIG. 3

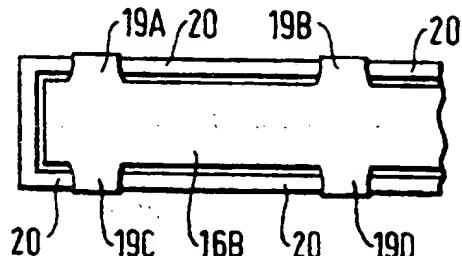


FIG. 4

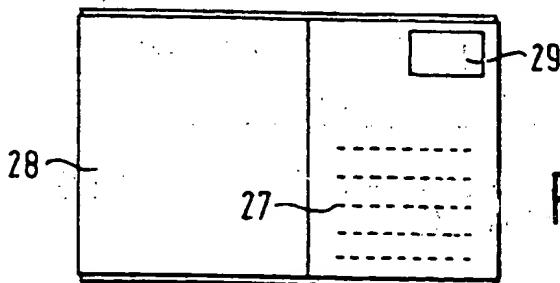


FIG. 5

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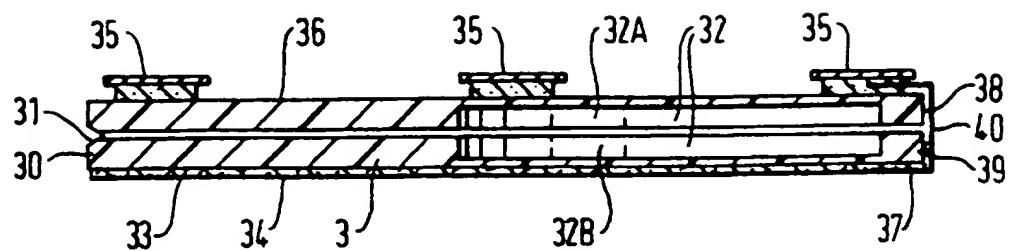


FIG. 6

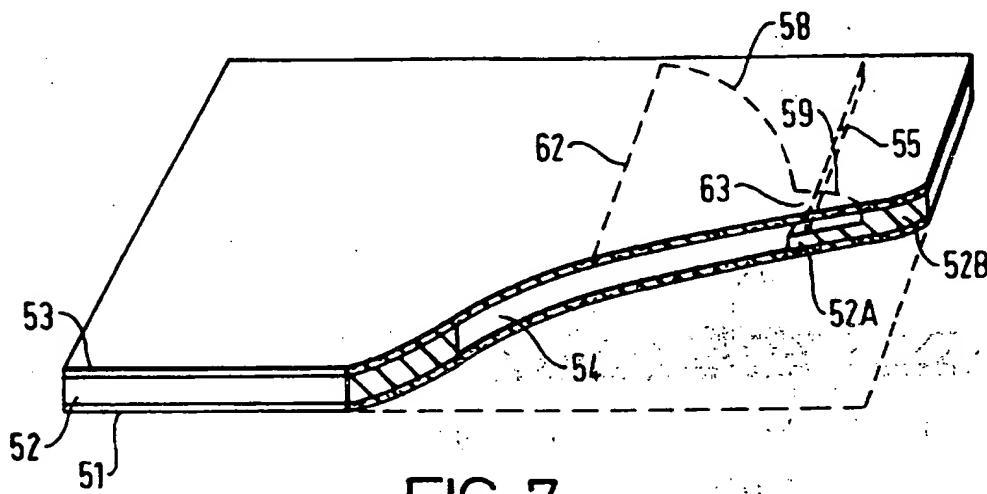


FIG. 7

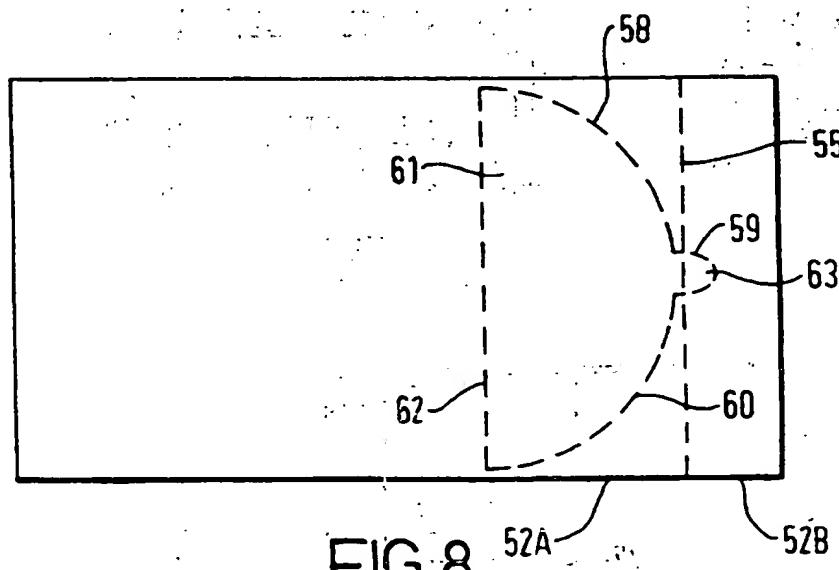
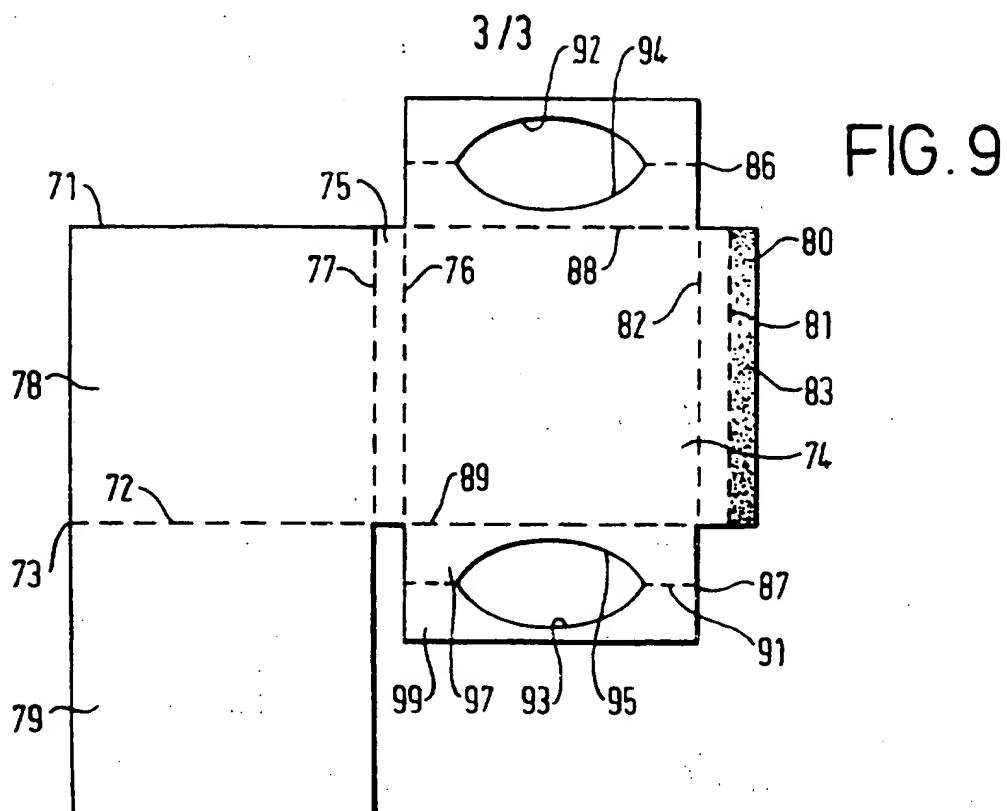


FIG. 8



**FIG. 10**

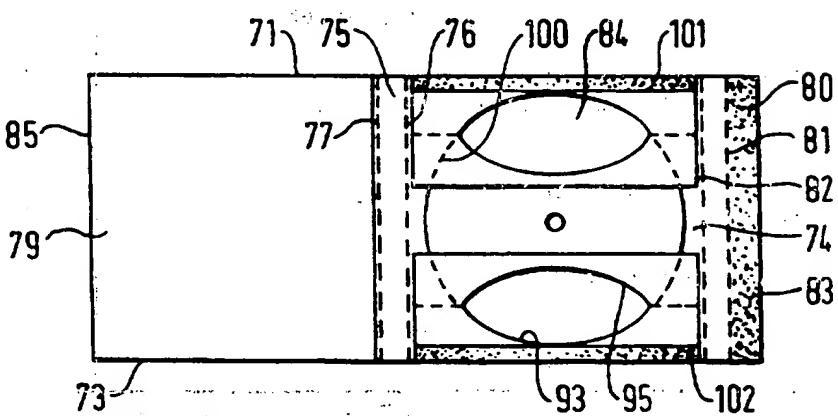
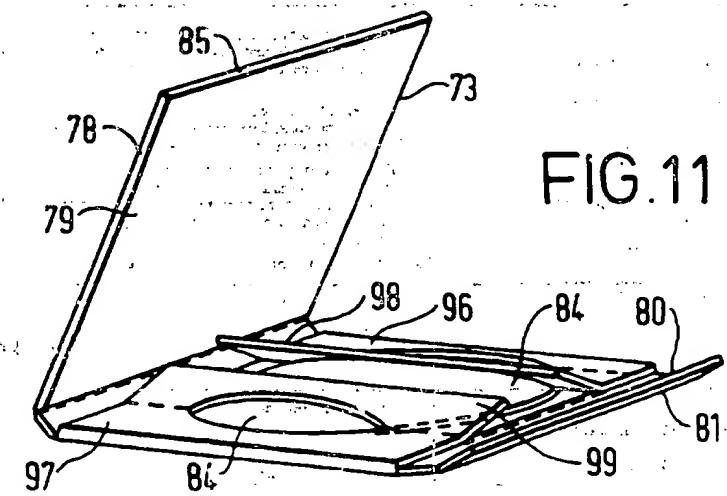


FIG. 11



## INTERNATIONAL SEARCH REPORT

Int'l application No  
PCT/GB 97/00863

## A. CLASSIFICATION OF SUBJECT MATTER

IPC 6 G11B33/04

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 6 G11B B42D

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5 318 222 A (BARTLETT MICHAEL) 7 June, 1994	1-7,9, 11,14-18
Y	see abstract; figures 1-3,7 see column 2, line 44 - line 68 see column 3, line 8 - line 45 see column 4, line 23 - line 48 ---	8
Y	EP 0 614 189 A (IVY HILL CORP) 7 September 1994	8
A	see abstract; figures 1-5 see column 13, line 35 - column 14, line 36 ---	1,6,7
X	GB 2 287 689 A (ROGERS SAM RICHARD) 27 September 1995	1-7,9, 11, 14-16,18
Y	see the whole document ---	12,13
	-/-	

 Further documents are listed in the continuation of box C. Patent family members are listed in annex.

## \* Special categories of cited documents:

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Date of the actual completion of the international search

13 June 1997

Date of mailing of the international search report

26. 06.97

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## INTERNATIONAL SEARCH REPORT

Int'l. Appl. No.  
PCT/GB 97/00863

## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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X	US 5 101 973 A (MARTINEZ SAMANTHA) 7 April 1992  see the whole document ---	1-7,9, 11,14, 15,18
X	DE 295 13 533 U (KOHL GEORG GMBH & CO) 19 October 1995 see page 5, line 14 - page 8, line 10; figures 5,6 ---	1-5,10, 16,17
P,A	WO 96 19398 A (STEEG PACKAGING B V VAN DE ;SMIT HARM HENDRIK (NL)) 27 June 1996 see abstract; figures 2-4 see page 4, line 16 - page 6, line 24 -----	16,18

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Int'l Application No  
PCT/GB 97/00863

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